



SYSTEM
DYNAMICS
CONSULTING
SYSTEM . STRATEGY . SIMULATION

COMPANY PROFILE



OUR STROY

- A GCC-based advisory firm dedicated to **elevating strategy, transformation, and performance across the GCC.**
- We work alongside **boards, executive managements, and owners** to shape high-performing, resilient, and future-ready organizations.
- Rooted in regional insight and global best practice, our firm brings a **disciplined, results-driven approach** to solving complex strategic and operational challenges.



OUR EXPERTISE

- Experts in **strategy, performance, and enterprise transformation.**
- Senior team with board-level and multi-sector experience.
- Skilled in navigating **regulatory, structural, financial, and organizational challenges.**
- Experienced in providing clear, **actionable solutions** in high-stakes environments.



OUR PROMISE

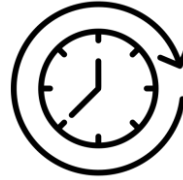
- Senior-led advisory **available around the clock.**
- **Fast, responsive communication** with solutions tailored to your specific context.
- Support that moves **quickly from diagnosis to implementation** with clear accountability.
- High-impact delivery **at competitive cost** with top-tier consulting rigor and discipline.

OUR KEY DIFFERENTIATORS



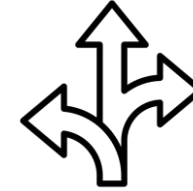
Execution Team

- Senior-led advisory with 20+ years of executive experience
- Cross-industry transformation expertise
- Proven delivery in complex, high-impact transformations



Availability & Responsiveness

- Fast turnaround and consistent communication
- Executive and board level support at all times



Flexibility & Adaptability

- Tailored solutions directly addressing client requirements
- Agile approach that adjusts to client pace and priorities
- Ability to scale support up or down seamlessly



Practical Solutions & Confidentiality

- Deliverables shaped for quick decision-making by CEOs, boards, and owners
- Trusted advisory on sensitive strategic, organizational, and family matters



Relationship & Continuity

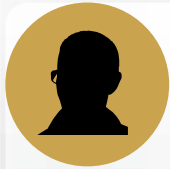
- Long-term partnership mindset
- Consistent support through all phases of transformation
- Reliable presence—not disappearing after deliverables



Cost Competitiveness & Affordability

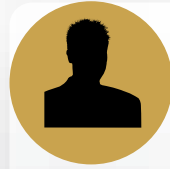
- Competitive pricing with senior-level quality
- Flexible pricing models (project, retainer, hybrid)
- Lower overheads compared to international consulting firms

OUR EXECUTION AND DELIVERY SUPPORT TEAM



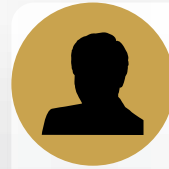
Managing Partner & Strategist

A senior executive and board-level advisor with extensive cross-sector leadership experience of more than 24 years, specializing in strategy execution, governance, and organizational transformation across the public and private sectors.



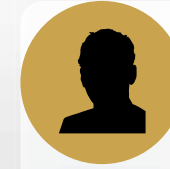
Technology Expert

A senior technology and transformation expert with extensive experience of 22 years, leading digital strategy, software development, and enterprise infrastructure modernization, with local and international exposure.



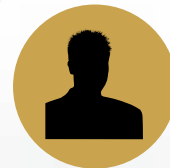
Supply Chain Expert

A supply chain and operations leader with extensive experience of more than 25 years, optimizing end-to-end logistics, procurement, and inventory networks across diverse industries.



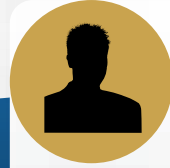
Human Capital Expert

A human capital and organizational development expert with deep experience of around 22 years, shaping people strategies, resource planning, talent systems, and board secretariat functions across complex organizations.



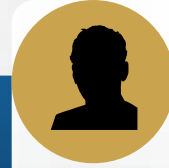
Financial & Family Business Expert

A financial and family business expert with deep experience of 18 years in financial discipline, governance, succession planning, and the unique dynamics of multi-generational enterprises.



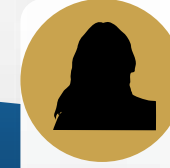
Project Mgt. Expert

A project management expert with strong technology experience, leading complex initiatives with structured governance and hands-on execution.



Quality Assurance

Provides hands-on quality assurance, ensuring processes and service delivery align with client requirements and established best practices.



Administrative Support

Provides reliable administrative support and documentation management, ensuring smooth coordination, organized records, and efficient day-to-day operations.

CLIENTS SERVED BY OUR EXECUTION TEAM



INDUSTRIES COVERED



Supply Chain Industry



Information &
Communication Technology



Aviation Industry



Real Estate Industry



Banking Industry



Insurance Industry



Public Administration

SERVICE PORTFOLIO

1

PRIVATE ADVISORY SESSIONS

Refer to slide no. 7

- 1 Board Performance Review Session
- 2 Executive Performance Review Session
- 3 Strategy Review Session
- 4 Governance Review Session
- 5 Executive Coaching Session
- 6 Financial Performance Review Session

2

RETAINER & MONTHLY SUPPORT

Refer to slide no. 8 and the appendix

- 1 Executive & Board Level Advisory Retainer
- 2 Nextgen Executive & Board Readiness Retainer Program

3

CORE CONSULTING SERVICES

Refer to slides 9&10 and the appendix

DESIGN & DEVELOPMENT

- 1 Governance & Operating Model Design
- 2 Organizational Design & Resource Optimization
- 3 Strategy & Transformation Execution
- 4 Performance Management & Financial Discipline
- 5 Simulation & Scenario Planning

DIAGNOSIS & IMPROVEMENT

- Governance Maturity Model™
- Operating Model Stress Test™
- Work Capability Engine™
- Resource Efficiency Heatmap™
- Strategy Execution Readiness Index™
- Strategy Cockpit™
- Leadership Performance Cockpit™
- Value Creation Scorecard™
- Executive Scenario Lab™
- Family Business NextGen Simulation Suite™

PRIVATE ADVISORY SESSIONS

Online booking through the company's website

BOOKING AN APPOINTMENT

www.sdynamicsbh.com

Board Performance Review Session

BOOK

Executive Performance Review Session

BOOK

Strategy Review Session

BOOK

Governance Review Session

BOOK

Executive Coaching Session

BOOK

Financial Performance Review Session

BOOK



1

EXECUTIVE & BOARD LEVEL ADVISORY RETAINER

Provide continuous advisory and execution support, ensuring your strategy, operations, and governance initiatives progress consistently and without delays month after month.



2

NEXTGEN EXECUTIVE & BOARD READINESS RETAINER PROGRAM

Prepare NextGen family members for succession into senior leadership and board roles through structured, personalized one-to-one development that combines tailored training and guided real-world preparation.



1

GOVERNANCE & OPERATING MODEL DESIGN

Establish the rules, authority, accountability, and decision-making structure that guide how the company is governed at the Board and executive levels, ensuring clear and transparent decision-making, reducing conflict and bottlenecks, strengthening investor, board, and regulatory confidence, and enabling smooth succession and leadership continuity.



2

ORGANIZATIONAL DESIGN & RESOURCE OPTIMIZATION

Design the structure, roles, capabilities, and manpower model needed to execute strategy and deliver services efficiently, enabling lower operating costs without compromising service quality, ensuring the right people are placed in the right roles, strengthening succession and talent continuity, and building a streamlined, efficient, and scalable organization.



3

STRATEGY & TRANSFORMATION EXECUTION

Review the company's strategic direction and ensure its initiatives are implemented effectively through structured transformation governance, providing clarity on the future direction, enabling faster execution with stronger governance, driving higher revenues and improved profitability, and enhancing overall competitiveness and market presence.



4

PERFORMANCE MANAGEMENT & FINANCIAL DISCIPLINE

Establish the mechanisms, tools, and financial discipline required to measure performance, control costs, and improve profitability, enabling better financial control and visibility, higher profitability through reduced waste, improved executive accountability, and data-driven decision-making at all levels.



5

SIMULATION & SCENARIO PLANNING

To strengthen decision-making, resilience, and strategic agility by enabling leadership teams and boards to anticipate future risks, test strategic options, and evaluate the impact of decisions using structured simulations, predictive modeling, and scenario-based exercises.

SIMULATION & SCENARIO PLANNING PARTNERS

SIMWELL
Your Simulation Technology Partner

 **business
simulations**



GCC



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Engage with us through the channels above for **tailored guidance and strategic support**. Our team provides **responsive, senior-level attention** to ensure every inquiry is addressed with **clarity, urgency, and professionalism**.



APPENDIX

More details on the service portfolio are provided in the subsequent pages.

RETAINER & MONTHLY SUPPORT

1 EXECUTIVE & BOARD LEVEL ADVISORY RETAINER

Category	BASE RETAINER (Assessment, Advisory, Light Support)	PREMIUM RETAINER (Assessment, Execution, Senior-Level Partnership)
Strategic Advisory	<ul style="list-style-type: none">High-level guidance on governance, org. design, strategy, or performanceMonthly advisory call (1-2 hours)Email support (48-72) hours response	<ul style="list-style-type: none">Continuous strategic guidance (real-time input)Weekly executive session with CEO/LeadershipPriority response (<12 hours) + 24/7 availability
Document Review Support	<ul style="list-style-type: none">Review of up to 4 documents/month	<ul style="list-style-type: none">Review of up to 8 documents/month
Performance & Governance Support	<ul style="list-style-type: none">Light review of KPIs, policies, DOA, reportsHigh-level recommendations	<ul style="list-style-type: none">Monthly CEO/Board performance pack (dashboards, KPI narrative, risks)
Leadership & Talent Support	<ul style="list-style-type: none">High-level advice on manpower/talent and structure	<ul style="list-style-type: none">Executive coaching for selected leadersSuccession insights and leadership capability advisory
PMO & Execution Oversight	<ul style="list-style-type: none">Advisory only (identification of gaps, issues, risks)	<ul style="list-style-type: none">Monthly transformation/PMO oversightIssue resolution & prioritization with leadershipHands-on support for execution of initiatives
Workshops & Facilitation	<ul style="list-style-type: none">1 strategy refresh/governance workshop (1-2 hours) per year	<ul style="list-style-type: none">2 strategy refresh/governance workshops (1-2 hours) per year

2 NEXTGEN EXECUTIVE & BOARD READINESS RETAINER PROGRAM

Same scope as the Executive & Board Level Advisory Retainer, in addition to the following:
Leadership Assessment, Governance & Board Training, Mentorship and Executive Coaching, and Simulations & Scenario-Based Learning.

1 GOVERNANCE & OPERATING MODEL DESIGN

Purpose			
Establish the rules, authority, accountability, and decision-making structure that guide how the company is governed at the Board and executive levels, ensuring clear and transparent decision-making, reducing conflict and bottlenecks, strengthening investor, board, and regulatory confidence, and enabling smooth succession and leadership continuity.			
Service Areas		Scope & Approach	
<ul style="list-style-type: none"> Corporate Governance Framework Family Governance Frameworks (Family Businesses) Board & Committee Structuring Policies, Procedures, and DOA (Delegation of Authority) Shareholding & Ownership Governance Operating Model Design (roles, structures, accountability) 		<ul style="list-style-type: none"> Assess current governance gaps and decision-making structure. Design governance models aligned with best-practice standards Create charters for boards, committees, and leadership teams. Develop governance policies (ethics, conflicts of interest, compliance, meetings). 	
Frameworks	Standards	Tools & IT Systems	Premium Products / Add-ons
<ul style="list-style-type: none"> OECD Corporate Governance Framework King IV Code RACI, RAPID Operating Model Canvas Three Lines of Defense 	<ul style="list-style-type: none"> GCC family enterprise guidelines Listed-company standards ISO 37000 Governance COSO (ERM & Internal Controls) ISO 9001 Quality Management System 	<ul style="list-style-type: none"> Diligent Boards LeanIX Signavio 	<ul style="list-style-type: none"> Governance Maturity Model™ - <i>Diagnose governance capability</i> Operating Model Stress Test™ - <i>Validate robustness of processes, governance, systems</i>

The most suitable framework, standard, tool, IT system, and premium product will be selected based on the client's initial diagnostic and assessment, ensuring alignment with their specific context and needs.

2 ORGANIZATIONAL DESIGN & RESOURCE OPTIMIZATION

Purpose			
Design the structure, roles, capabilities, and manpower model needed to execute strategy and deliver services efficiently, enabling lower operating costs without compromising service quality, ensuring the right people are placed in the right roles, strengthening succession and talent continuity, and building a streamlined, efficient, and scalable organization.			
Service Areas		Scope & Approach	
<ul style="list-style-type: none"> Organizational Structure Redesign Resource Planning & Headcount Optimization Role Clarity & Job Descriptions Shared Services Model Design (HR, ICT, Procurement, FM, Finance) Capability Assessment & Competency Frameworks Talent Strategy & Succession Planning for Leadership Roles 		<ul style="list-style-type: none"> Conduct manpower and organizational assessment. Benchmark organizational structures with industry standards. Identify duplicate roles, inefficiencies, and capability gaps. Design optimized structures aligned to strategy. Develop shared services setup, service catalogues, and SLAs. Build competency frameworks and career paths. Develop succession plans and leadership pipelines. 	
Frameworks	Standards	Tools & IT Systems	Premium Products / Add-ons
<ul style="list-style-type: none"> Galbraith Star Model Resource Planning Models Span of Control & Layering 	<ul style="list-style-type: none"> ISO 30414 Human Capital Reporting Hay Job Evaluation 	<ul style="list-style-type: none"> OrgVue Power BI 	<ul style="list-style-type: none"> Work Capability Engine™ - <i>Define required capabilities, roles & skills</i> Resource Efficiency Heatmap™ - <i>Measure current workforce efficiency & utilization</i>

The most suitable framework, standard, tool, IT system, and premium product will be selected based on the client's initial diagnostic and assessment, ensuring alignment with their specific context and needs.

3 STRATEGY & TRANSFORMATION EXECUTION

Purpose			
Review the company's strategic direction and ensure its initiatives are implemented effectively through structured transformation governance, providing clarity on the future direction, enabling faster execution with stronger governance, driving higher revenues and improved profitability, and enhancing overall competitiveness and market presence.			
Service Areas		Scope & Approach	
<ul style="list-style-type: none"> Corporate & Business-Unit Strategy Operating Model Transformation PMO Setup & Transformation Governance Performance & KPI Frameworks Digital Transformation Roadmaps 		<ul style="list-style-type: none"> Analyze current business performance. Develop corporate and business unit strategies. Create PMO governance, dashboards, templates, and reporting systems. Prioritize strategic initiatives with impact-cost matrix. Design full transformation program (organization, digital, financial & operations). Develop KPIs for all departments. 	
Frameworks	Standards	Tools & IT Systems	Premium Products / Add-ons
<ul style="list-style-type: none"> Balanced Scorecard Strategy Maps OKRs Blue Ocean Strategy Hoshin Kanri McKinsey 7S Lean Transformation Prosci ADKAR & Kotter Change Model 	<ul style="list-style-type: none"> PMI PMBOK 7 (Project Management Body of Knowledge) ISO 21502 Project Management 	<ul style="list-style-type: none"> Cascade Strategy Workboard Cloud Microsoft Projects Power BI 	<ul style="list-style-type: none"> Strategy Execution Readiness Index™ - <i>Diagnose readiness to execute strategy</i> Executive Strategy Cockpit – <i>Provide real-time strategy execution dashboard</i>

The most suitable framework, standard, tool, IT system, and premium product will be selected based on the client's initial diagnostic and assessment, ensuring alignment with their specific context and needs.

4 PERFORMANCE MANAGEMENT & FINANCIAL DISCIPLINE

Purpose			
Establish the mechanisms, tools, and financial discipline required to measure performance, control costs, and improve profitability, enabling better financial control and visibility, higher profitability through reduced waste, improved executive accountability, and data-driven decision-making at all levels.			
Service Areas		Scope & Approach	
<ul style="list-style-type: none"> Performance Governance & KPI Systems Budgeting Governance Cost Optimization Programs Revenue Improvement Initiatives Profitability & Efficiency Analysis Dashboard Development (operational, financial, strategic) 		<ul style="list-style-type: none"> Assess current budgeting, cost control, and financial reporting. Identify cost leakages, inefficiencies, and duplications. Build budgeting protocols aligned with strategic priorities. Develop KPIs that cascade from board to departments. Design dashboards for finance, operations, procurement, HR, ICT, maintenance. Develop cost-saving initiatives. 	
Frameworks	Standards	Tools & IT Systems	Premium Products / Add-ons
<ul style="list-style-type: none"> Balanced Scorecard (cascaded KPIs) OKRs- KPI Trees / Driver Trees Zero-Based Budgeting Rolling Forecasting 	<ul style="list-style-type: none"> COSO Controls IFRS Standards 	<ul style="list-style-type: none"> ClearPoint Strategy Adaptive Insights Power BI 	<ul style="list-style-type: none"> Leadership Performance Cockpit™ - <i>Provide digital, real-time executive dashboard</i> Value Creation Scorecard™ - <i>Provide comprehensive KPI and value measurement system</i>

The most suitable framework, standard, tool, IT system, and premium product will be selected based on the client's initial diagnostic and assessment, ensuring alignment with their specific context and needs.

Purpose

Strengthen decision-making, resilience, and strategic agility by enabling leadership teams and boards to anticipate future risks, test strategic options, and evaluate the impact of decisions using structured simulations, predictive modeling, and scenario-based exercises.

Service Areas

- Strategic Scenario Planning
- Executive Simulations & War-Gaming
- Business Continuity & Stress Testing
- System Dynamics & Forecasting

Scope & Approach

- Review strategy, risks, external drivers, and vulnerabilities.
- Build realistic future scenarios with financial and operational impacts.
- Design and facilitate simulations – War-games, crisis drills, and executive decision exercises.
- Identify strategic implications, risks, gaps, and opportunity areas.
- Define responses, triggers, contingency plans, and strategic priorities.

Frameworks	Standards	Tools & IT Systems	Premium Products / Add-ons
<ul style="list-style-type: none"> ▪ Corporate War-Gaming & Strategic Simulations ▪ Red Teaming ▪ System Dynamics Modeling 	<ul style="list-style-type: none"> ▪ ISO 22301 Business Continuity / Scenario Risk ▪ ISO 31000 Risk Management 	<ul style="list-style-type: none"> ▪ Inchainge (The Fresh Connection, Cool Connection, Blue Connection) ▪ Celemi Simulations ▪ Vensim & Stella Architect (System Dynamics) 	<ul style="list-style-type: none"> ▪ Executive Scenario Lab™ - <i>A leadership tool for exploring the future</i> ▪ Family Business NextGen Simulation Suite™ - <i>A leadership development and succession simulation</i>

The most suitable framework, standard, tool, IT system, and premium product will be selected based on the client's initial diagnostic and assessment, ensuring alignment with their specific context and needs.



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